

Montana Arts Council Goals and Objectives for 2011 Biennium  
From Creativity at Work—The Operational Blueprint for 2008-2013

Goal #1: Arts Education: Provide access to high quality arts education in order to develop the full creative potential of all Montanans.

Objective #1: Life-long Learning

- Organize workshops for teachers, teaching artists and arts organizations' staff on how to work with a diverse group of learners
- Offer grants to develop artist residencies, professional development workshops, and strategic program planning in arts education, as well as operating support grants for arts organizations' educational missions
- Offer technical assistance to schools and arts organizations to determine how to make their programs and facilities available to a diverse group of learners
- Provide leadership in advocating for arts education for all Montanans through agency representation on statewide boards and collaborating with other state agencies and state/national arts organization

Objective #2: K-12

- Provide technical assistance on curriculum development, assessment tools and resources in person, by telephone (Arts Education Hotline 800 #) and on our website
- Organize workshops for teachers and teaching artists in assessment, lesson planning, classroom management, and integration of the arts with other subjects
- Offer grants to develop arts curriculum, assessment, professional development, and artist residencies
- Provide leadership in advocating for all the arts for all the students in all the schools through agency representation on statewide boards and collaborating with other state agencies and state/national arts organizations

Goal #2: Economic Vitality: Creativity at work through services that boost careers, economies and community vitality.

Objective #1: Training and Network Development

- Continue ongoing series of workshops and customized services for artists, artisans and arts organizations to build skills in marketing, business, fund raising, audience development, legal issues and leadership/governance
- Produce publications, share arts industry information resources and research, and foster connections with local, statewide and national service organizations
- Utilize technology to maximize participation, distribute resources and provide remote learning opportunities

Objective #2: Market Expansion

- Partner to create web-based arts marketing programs that tie to other State of Montana and national arts organization websites

- Create juried artist and artisan programs to set new standards and develop new marketplaces for their work
- Promote Montana artists, artisans and arts organizations and create trade and showcase opportunities for their work to reach regional, state and out-of-state markets

Goal #3: Public Value of the Arts: Actively convey the positive difference the arts make in the individual and collective lives of Montanans.

#### Objective #1: Bridge Building

- Find and define the connections between the arts field and politics, education and economics where there are common values, goals and outcomes
- Initiate opportunities to establish relationships between the arts council, artists, artisans, arts organizations and those who fund or provide services for the arts including civic and governmental leaders
- Partner with arts organizations' leadership and with artists to help them articulate the return on investment and public benefits of their missions, products and services as they relate to what the public deems meaningful and relevant

#### Objective #2: Innovation

- Provide and encourage networking to build and strengthen partnerships, both monetary and conceptual, between local programs or initiatives and the arts community
- Share industry developments, research and publications with artists, arts organizations and community leaders that reinforce the benefits of bringing the arts into community conversations
- Provide and/or link artists and arts organizations to the skills and training needed to make them stable, innovative and active community participants and partners

#### Objective #3: Challenges and Opportunities

- Anticipate new directions and challenges that will be important to the lives of Montanans and their communities, including the need for affordable healthcare for artists and arts organization employees, ADA compliance, and arts in healthcare
- Assess how the arts council can handle the potential impact of new directions within its programming and project funding decisions, and make sound, strategic investments with agency dollars and staff to advance these areas
- Define and convey to those who impact state and local resources how those challenges can be met through increased revenues and resources for the arts